

ORDER



Orders
Order / Rev: 725631
Alt Order #: 06398959
Product Desc: NRCC-IE
Estimate: 3517
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 10/30/12 / 10/30/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: National Media Research Planning/ PC
Buying Contact:
Billing Contact:
 815 Slaters Lane
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: NRCC-IE
Demographic: A35+
Product Codes: PL-State/Local,IS-Issue/Non
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	47	\$60,800.00	\$51,680.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	47	\$60,800.00	\$51,680.00	0.00
Totals	47	\$60,800.00	\$51,680.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	11/02/12	11/02/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	----F--	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
12 NWS 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$3,200.00		0.00			
2	KPNX	11/02/12	11/02/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	----F--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
J FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$600.00		0.00			
4	KPNX	11/02/12	11/02/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	----F--	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
12 NWS NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$600.00		0.00			
5	KPNX	11/02/12	11/02/12	M-F 5-530a 12 News Today	CM	5-530a	----F--	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
12 NWS TODAY 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					1	\$300.00		0.00			
6	KPNX	11/02/12	11/02/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	----F--	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
TODAY SHW2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----F--					2	\$700.00		0.00			

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Advertiser: NRCC-IE
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 Estimate: 3517

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KPNX	11/05/12	11/05/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	M-----	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$3,200.00		0.00			
8	KPNX	11/05/12	11/05/12	M-F 10-11a Kelly	CM	10-11a	M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$600.00		0.00			
9	KPNX	11/05/12	11/05/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$600.00		0.00			
11	KPNX	11/05/12	11/05/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$600.00		0.00			
12	KPNX	11/05/12	11/05/12	M-F 5-530a 12 News Today	CM	5-530a	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$300.00		0.00			
13	KPNX	11/05/12	11/05/12	M-F 6-7a 12 News Today	CM	6-7a	M-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,500.00		0.00			
15	KPNX	11/05/12	11/05/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	M-----	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		2				\$700.00		0.00			
16	KPNX	11/03/12	11/03/12	Notre Dame Football Notre Dame Football	CM	Various	-----S-	:30	2	\$1,500.00	P-1	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		2				\$1,500.00		0.00			
17	KPNX	11/04/12	11/04/12	Su 10 pm News Su 10pm News	CM	10-1035p	-----S	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$3,200.00		0.00			
18	KPNX	11/04/12	11/04/12	1035pm - Sports Tonight Sports Tonight	CM	1035-1105p	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$600.00		0.00			
19	KPNX	11/04/12	11/04/12	1105pm-1205xm 1105p Extra (Sun)	CM	1105pm-1205xm	-----S	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		2				\$300.00		0.00			
21	KPNX	11/03/12	11/03/12	Breeders' Cup World Th Breeders' Cup	CM	458-6p	-----S-	:30	1	\$4,000.00	P-1	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$4,000.00		0.00			
22	KPNX	11/01/12	11/01/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	---T---	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
12 NWS 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$3,200.00		0.00			
23	KPNX	11/01/12	11/01/12	M-F 10-11a Kelly	CM	10-11a	---T---	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
LIVE WTH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$600.00		0.00			
24	KPNX	11/01/12	11/01/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	---T---	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
J FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$600.00		0.00			
26	KPNX	11/01/12	11/01/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	---T---	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
12 NWS NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$600.00		0.00			
27	KPNX	11/01/12	11/01/12	M-F 5-530a 12 News Today	CM	5-530a	---T---	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
12 NWS TODAY 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$300.00		0.00			
28	KPNX	11/01/12	11/01/12	M-F 6-7a 12 News Today	CM	6-7a	---T---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
12 NWS TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					1	\$1,500.00		0.00			
29	KPNX	11/01/12	11/01/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	---T---	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
TODAY SHW2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---T---					2	\$700.00		0.00			
30	KPNX	10/30/12	10/30/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	-T-----	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
12 NWS 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$3,200.00		0.00			
31	KPNX	10/30/12	10/30/12	M-F 10-11a Kelly	CM	10-11a	-T-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
LIVE WTH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$600.00		0.00			
32	KPNX	10/30/12	10/30/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	-T-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
J FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$600.00		0.00			
34	KPNX	10/30/12	10/30/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	-T-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
12 NWS NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$600.00		0.00			
35	KPNX	10/30/12	11/06/12	M-F 5-530a 12 News Today	CM	5-530a	-T-----	:30	1	\$300.00	P-1	0.00	NM	2	\$600.00
12 NWS TODAY 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$300.00		0.00			
Week:		11/05/12	11/11/12	-T-----					1	\$300.00		0.00			
36	KPNX	10/30/12	11/06/12	M-F 6-7a 12 News Today	CM	6-7a	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	2	\$3,000.00

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KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
12 NWS TODAY 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$1,500.00		0.00			
Week:		11/05/12	11/11/12	-T-----					1	\$1,500.00		0.00			
37	KPNX	10/30/12	10/30/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	-T-----	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
TODAY SHW2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					2	\$700.00		0.00			
38	KPNX	10/31/12	10/31/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	--W----	:30	1	\$3,200.00	P-1	0.00	NM	1	\$3,200.00
12 NWS 10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$3,200.00		0.00			
39	KPNX	10/31/12	10/31/12	M-F 10-11a Kelly	CM	10-11a	--W----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
LIVE WTH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$600.00		0.00			
40	KPNX	10/31/12	10/31/12	Late Night Late Night w/Jimmy F	CM	1135p-1235a	--W----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
J FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$600.00		0.00			
42	KPNX	10/31/12	10/31/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--W----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
12 NWS NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$600.00		0.00			
43	KPNX	10/31/12	10/31/12	M-F 5-530a 12 News Today	CM	5-530a	--W----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
12 NWS TODAY 1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					1	\$300.00		0.00			
44	KPNX	10/31/12	10/31/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	--W----	:30	2	\$700.00	P-1	0.00	NM	2	\$1,400.00
TODAY SHW2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	--W----					2	\$700.00		0.00			
45	KPNX	10/30/12	10/30/12	Tues Prime Other The Voice	CM	Various	-T-----	:30	1	\$10,200.00	P-1	0.00	NM	1	\$10,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-T-----					1	\$10,200.00		0.00			

*Tax 1 Note: Tax 0.5%.

Totals 47 \$60,800.00